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ABSTRACT

Results of the 1979, 1982, and 1985 College Alcohol Survey are presented, along with information about alcohol education materials. The survey assesses collegiate policies and activities regarding alcohol use and abuse, institutional self-reports, treatment and referral services, and prevention and education. The following response rates for questionnaires sent to 330 four-year colleges and universities were obtained: 50 percent for 1979, 71.5 percent for 1982, and 61 percent for 1985. Although no significant changes occurred in the percentage of colleges that permit the consumption of beer (78 percent) and hard liquor (69 percent) on their campuses, a variety of changes have been enacted under which alcohol may be used. Research by 44 percent of the colleges has been conducted on students' drinking behavior as well as students' attitudes about drinking, while student knowledge about drinking has been assessed at 32 percent of the campuses. Virtually all campuses provide assistance to students with a drinking problem at the counseling or health center. Additional findings are presented for each questionnaire item. Information on 32 programs, anti-alcohol abuse activities, and written and audiovisual materials is provided, including a brief description, the cost, and the address of a contact person. (SW)

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COLLEGE ALCOHOL SURVEYS

1979, 1982, 1985.

David S. Anderson

Angelo F. Gadaleto

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The College Alcohol Survey: 1985, 1982, and 1979*

Attention to the abusive use of alcohol has received increasing attention in recent years in the public media. Colleges and universities have been a part of this effort, demonstrated by reported increased activities focusing on the prevention of and intervention with alcohol-related problems.

The College Alcohol Survey was initiated in 1979 to gain an accurate assessment of collegiate policies and activities regarding alcohol use and abuse. Subsequent surveys in 1982 and 1985 provide not only insight regarding the pulse on college campuses at those times, but also some longitudinal information regarding changes in these efforts.

Procedure

The 1979 College Alcohol Survey was developed to gain insight into four distinct areas of interest: (1) alcohol policies; (2) institutional self-reports; (3) treatment and referral services; and (4) prevention and education. A questionnaire with questions on each of these areas was sent to a representative sample of 330 four-year colleges and universities nationwide. A variety of institutions from each state was selected, with attention given to the variables of public/private status, urban/rural setting, and size. The same sample was used in 1982 and 1985.

The surveys were sent to the chief student affairs administrators in each institution. The response rate with the first survey was 50%. Subsequent response rates were 71.5% in 1982 and 61% in 1985.

Results: Alcohol Policies

Although there has been no significant changes in the percentages of colleges and universities that permit the consumption of beer (78%) and hard liquor (69%) on their campus, a variety of changes have occurred with regard to the conditions under which alcohol may be used.

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One condition is that prior registration for a group activity (in student unions, residence hall public lounges, and on campus grounds) at which alcoholic beverages are present is now required at nearly one-half of the institutions. Another set of conditions centers around what must be served at functions where alcohol is served. Eighty-six percent of colleges (compared with 54% in 1979) now require that an alternative (non-alcoholic) beverage be served at such events. Food requirements have also increased significantly, now required on 71% of campuses, compared with 24% in 1979 and 46% in 1982.

Advertising standards have also become stringent, as only 13% of college campuses now permit alcohol to be advertised as the primary focus on an event. This is a significant change from both 1979 (when 49% permitted this) and 1982 (when 23% permitted this). In a similar vein, significantly fewer campuses now allow the advertising of an event to include the availability of alcohol (54% in 1985 versus 66% in 1979). However, off-campus establishments that primarily deal in the selling of alcoholic beverages (e.g., bars, pubs, lounges) are permitted to advertise on 80% of the campuses. For those institutions that allow the advertising in campus newspapers of alcohol-related activities, 25% prohibit the advertising of "happy hours."

Results: Institutional/Administrative Data

College administrators have the belief that alcohol is frequently involved in a variety of problematic behaviors on the campus, and that a drinking age of 21 would assist in some of their activities while causing others.

The use of formal assessments (i.e., surveys) on campuses has not changed significantly during the six-year research span. Research by 44% of the institutions has been conducted on students' drinking behavior as well as students' attitudes about drinking, while student knowledge about drinking has been assessed at 32% of the campuses.

Whether or not formal research has been undertaken, college and university administrators believe that alcohol is involved with damage in the residence halls 61% of the time and damage to other property on campus 53% of the time. Alcohol is believed to be involved in violent behavior (60%), violation of campus policies (51%), physical injury (44%), and emotional difficulty (34%). Further, administrators believe that alcohol is involved 29% of the time when students experience lack of academic success and in 21% of the cases where students do not remain in school.

Significant changes are perceived regarding the frequency of alcohol-related problems on campus. In 1979, 54% of the administrators believed that such problems had increased during the previous several years; this rate dropped to 42% in 1982 and 30% in 1985. In a similar vein, only 7% in 1979 believed that alcohol-related problems had decreased during previous years, increasing to 20% in 1982 and 28% in 1985.

With regard to the desired minimum drinking age, 55% of the respondents preferred an age of 21 or above. The impact of minimum drinking age of 21 is believed by 46% of administrators to decrease the frequency of student drinking, as well as decrease drunk driving (52%). Approximately one-fourth of administrators believe that this drinking age leads to greater student use of marijuana and other drugs; however, nearly three-fourths believe that there is no effect. The majority believe that a minimum drinking age of 21 does cause a higher incidence of student drinking in uncontrolled settings as well as the use of false ID's to purchase alcohol.

From an academic perspective, nearly one-third of college administrators believe that academic success increases, and student attrition decreases, when contrasting a minimum drinking age of 21 with a lower age. However, nearly two-thirds believe that this minimum drinking age has no effect on these academic variables.

Results: Treatment and Referral Services

A variety of resources are available on college campuses to assist students and employees with alcohol-related concerns. Many of these resources were quite extensive at the time of the early survey, and some recent changes are worthy of note.

Virtually all college campuses provide assistance to students with a drinking problem at the counseling or health center. Recent increased attention is provided by an off-campus drug treatment facility (86%), residence hall staff (79%) and alcohol education coordinator (34%).

A significant increase (50%, up from 36% in 1982) is found with campuses offering a group counseling experience for students who are problem drinkers. Similar findings are found with the existence of a support group (53%, up from 21% in 1979 and 39% in 1982) for those students whose lives are being negatively affected by an alcoholic. Employee Assistance Programs are available on one-third of campuses nationwide, with no significant change reported since 1982. Training of paraprofessional staff to deal with students having a drinking problem is reported on two-thirds of the campuses, with no significant changes noted during the six-year survey period.

With regard to those behavioral infractions for which it is determined that alcohol was involved, nearly one-third of the campuses report that the sanction used is more stringent than if alcohol had not been involved in the infraction. Further, 55% of the campuses include an alcohol education activity as part of the judicial sanction.

Results: Prevention and Education

The trend throughout the nation's college campuses is for more attention to be given to the issue of alcohol use and abuse. Not only are more constituencies involved in these efforts, but virtually all types of educational activities have significant increases reported.

In 1979, approximately two-thirds of college campuses had some type of alcohol education and prevention efforts. This rate rose significantly to 79% in 1982, and another significant increase is found in 1985 (88%). Nearly two-thirds of the campuses have a task force or committee which focuses on this topic, a significant increase from the 37% who had such group in 1979. Significant increases in leadership for such efforts are found with virtually all groups, including offices of the Dean of Students, Residence Life, Counseling Center, and Health Center. Fraternities and sororities are now involved in nearly one-third of such leadership efforts.

A most noteworthy change is that nearly one-half of all campuses currently have an individual designated to serve as its Alcohol Education Coordinator/ Specialist. This is a significant change from the 14% of institutions reporting such an individual in 1979. Funds specifically designated for alcohol education programming are found on 43% of the campuses, up significantly from 28% in 1979.

Major changes are found with regard to the nature of activities found on the campuses. Nearly two-thirds of the campuses have speakers, films, workshops, and articles in campus newspapers. One-half have discussion groups, educational handouts, and deal with this subject during the campus Orientation period. The extent of each of these activities has increased significantly during the six-year survey period. Highly significant is the inclusion of a focus period of time (e.g., an Alcohol Awareness Week or Day), now occurring on 63% of the campuses compared with 13% in 1979.

Attendance at regional, state, or national planning workshops focusing on alcohol education now occurs with two-thirds of the college. Thirty-eight percent of the colleges report a coordinated statewide alcohol education effort; this compares with 23% three years earlier.

Conclusion

These results demonstrate that colleges and universities are attempting to deal with alcohol abuse issues on the campus as well as to increase the level of student and staff awareness on this topic. More constituencies including para-professional staff members are involved in a greater variety of activities to both prevent and deal with problematic behaviors by students. There also appears to be a heightened awareness of the extent to which alcohol is involved with behaviors disruptive of academic pursuits, and attitudes about a minimum drinking age of 21 show that this is believed to be helpful. The trend for collegiate sensitivity and leadership on this major social issue is clear and provides support for all colleges and universities to develop further and enhance alcohol educational policies and activities.

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THAT HAPPY FEELING

An Alcohol Education Overview

and

Report on National Surveys

Presented at the

American College Personnel Association

Conference

Boston, Massachusetts

March 25, 1985

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ALCOHOL PHOTOGRAPHY CONTEST - a photo contest depicting a scene about alcohol use

Cost : $200 Evaluation : Increased campus awareness in non-judgmental way; creative and cooperative relations between alcohol education program and faculty.

Contact : Nan Schrowitz
Alcohol Education Coordinator
St. Joseph's University
5600 City Avenue
Philadelphia, PA 19131

ALCOHOL AND THE MEDIA - a slide show focusing on the way alcohol is promoted in the four most popular national magazines at the University, plus the campus newspaper. Recurrent patterns are discussed, and methods for critically evaluating what is and is not revealed via advertising are suggested.

Cost : $50 per slide carousel Evaluation : It appeals to students' desire to sharpen their critical faculties. A valuable tool in sensitizing students to other issues.

Contact : Rob Gringle
Health Education Coordinator
Box 2914
Duke University Medical Center
Durham, N.C. 27710

ALCOHOL SURVIVAL GUIDE - a program on the legal, social, sexual and personal ramifications of alcohol use at the University and in the state - for all entering freshmen.

Cost : none Evaluation : Pragmatic and non-dogmatic.

Contact : Rob Gringle
Health Education Coordinator
Box 2914
Duke University Medical Center
Durham, N.C. 27710

CONTROLLED DRIVING TEST - Students consume a measured amount of alcohol and drive over a prescribed course on a closed parking lot. Amounts are posted and following each drive, a breathalizer test is taken to show the amount of alcohol in the system. Pylons are placed in the driving area and when they are touched or moved by the auto, points are subtracted from the overall score of the driver.

Cost : $100 Evaluation : The test would have been more realistic if participants had not 'memorized' the course and had to react to some real-life situations.

Contact : Cherry Ridges
Greek Coordinator
270 University Union
Salt Lake City, Utah 84112

BAC CUP DISTRIBUTION - Students were asked to sign the Plainsman Pledge and then they were given a 16 oz. cup. Printed on the cup were a BAC chart and the words 'Friends don't let friends drive drunk.' The Student Center filled this cup with the soft drink of choice for 25¢ for a ten-day period.

Cost : $350 Evaluation: continued use of cups indicates successful program; will be expanded next year.

Contact : Sharon Harvey
Director of Student Health and Wellness
Nebraska Wesleyan University
50th and St. Paul
Lincoln, NE 68504

FRATERNITY SOCIAL - Social interaction between Greek organizations. Usually organized by a fraternity and sorority for the purpose of making social contacts and to establish some bonds for university special events/competition.

Cost : $250/100 participants Evaluation: Emphasis is now on the social activity and interaction rather than on going out for a night of drinking.

Contact: Garry E. Rubinstein
Coordinator of Student Leadership Programs
TSS 103
University of Reno Nevada
Reno, NV 89557

WINE AND DINE - Faculty/staff and their individual guests are invited to a formal dining experience with residence hall students. A talk on etiquette is made by a member of the Department of Residence Life. This is offered 20 times each year.

Cost : $3200 Evaluation : Total enthusiasm and appreciation.

Contact : Drake Martin
Programming Coordinator, Department of Residence Life
Redeker Center
University of Northern Iowa
Cedar Falls, IA 50613

BOOZE AND YOUS - A demonstration of how to make non-alcoholic and alcoholic drinks with a lecture on responsible alcohol use, especially the host/hostess.

Cost : $50 Evaluation : Very popular; helpful in finding out how to make drinks.

Contact: Robert A. Reed
Director of Residence Life
6363 St. Charles Avenue
New Orleans, LA 70118

DRINKING (CH_3CH_2OH) : IT'S UP TO YOU - An evening-long program as part of Orientation Week for new students. It included brief remarks by a college Trustee, skits featuring scenarios in which students confront alcohol issues performed by drama students, a faculty member roaming Phil Donahue-style soliciting reactions and a panel of college community members serving as additional respondants and experts. The gathering of the whole class was followed by individual discussions in the dormitories and concluded with non-alcoholic parties and activities.

Cost : $200 Evaluation: Students were very forthcoming in making comments. Many reactions were quite personal. Need more followup

Contact : Stephen J. Nelson
Director, Student Activities/Collis Center
Dartmouth College
Hanover, New Hampshire 03755

NEW STUDENT ORIENTATION ALCOHOL EDUCATION SKIT - Production of 'The Funniest Joke in the World,' an alcohol education play written by students and staff at the University of South Carolina, produced, directed and performed by upperclass students. Usually followed by a non-alcoholic bar held outside.

Cost : $100 Evaluation : Consistently a highly rated program; always have more volunteers than needed.

Contact: Sharon Harvey
Director of Student Health and Wellness
Nebraska Wesleyan University
50th and St. Paul
Lincoln, NE 68504

PROJECT WAIT - WELLESLEY ALCOHOL INFORMATIONAL THEATRE - This is based on theatrical vignettes created and acted by students to trigger group discussion around issues of alcohol use and abuse. Grant funding for development.

Cost : $10,000 grant funding
through 1986

Contact : Nancy Gleason, LICSW
Staff Social Worker
Stone Center Counseling Service
Wellesley College, Wellesley, MA 02181

DWI MOCK-ARREST AND "LEGAL ASPECTS OF ALCOHOL USE" PROGRAM - A mock arrest of a popular athelete was conducted in the middle of campus at dinner time one evening by local law enforcement agents. This was followed by a lecture given by a local lawyer on legal issues surrounding alcohol use in the state. Alternative non-alcoholic cocktails were served.

Cost : $125 Evaluation: Effective as an attention-grabber, reality-based educational experience.

Contact : Brent M. Holt
Dean of Student Services
Dakota Wesleyan University
Mitchell, South Dakota 57301

ALCOHOL AWARENESS WEEK "TAKE A.I.M." - a culmination of activities/programs put together through the efforts of various campus organizations (Alcohol Awareness Committee, Vice President's office, University Union, Resident Staff/ Peer Group Counselors, Student Health, Counseling Center, Inter-Fraternity and Inter-Sorority Councils, local Community Services).

Cost : $1,100

Evaluation : focused on raising of consciousness, awareness of individuals. See increased participation by students.

Contact : Thomas K. Marshall
Program Coordinator
University of Virginia
Newcomb Hall 4th Floor
Charlottesville, VA 22901

DRINKING : A COLLEGE REQUIREMENT? Week-long alcohol awareness week. Began with liquor still apparatus and moonshine display from ABC commission. 3 days of seminars, ending with a non-alcoholic dance.

Cost : $860

Evaluation : The program was good. Next time will set up a non-alcoholic bar in student center with snacks and handouts.

Contact : Rosaline Jordan
Student Activities Coordinator
Greenville Technical College
PO Box 5616 Station B
Greenville, S.C. 29606

A.L.E. INFORMATION ON TAP (ALCOHOL AWARENESS WEEK) - Week of various programs pertaining to a large number of aspects of alcohol abuse and use : sexuality, social skills building, stress management, party planning, activities available on campus (resource fair), health awareness, wine tasting

Cost : $300

Evaluation : This covers a wide variety of issues, and seems to be a good approach. We had something for everyone - builds a campus network of involvement, raises faculty and staff awareness level.

Contact : Michael Shaver, Director
USC Campus Alcohol Project
PO Box 85129 Russell House
University of South Carolina
Columbia, S.C. 29208

ALCOHOL AWARENESS DAY - "EXPERIENCE THE GAUNTLET!" A journey through the land of alcohol awareness - experiential walkthrough of 'profile of risk', 'stress test,' 'saloon,' 'altered states,' 'horror show,' 'reaction test,' 'driving simulator,' 'go to jail.'

Cost : $200

Evaluation : Excellent! Very workable in college situation, adaptable.

Contact : Joseph J. d'Angelo
Alcohol Counselor, Adelphi University
Garden City, New York

F.A.D.D. WEEK (FRIENDS AGAINST DRUNK DRIVING) - A campuswide media blitz one week prior to Spring break to encourage students to not combine driving with drinking. Solicitation of signatures on the "contract for life," and presentation of those signatures as a statement of responsibility to the state legislature.

Cost : $650

Evaluation : Student initiation of this program was part of the success. Keeping the focus on strictly media and concentrating on that rather than programming alienated no students.

Contact : Maureen Conway, Director
Center for Alcohol Education
Student Health Center
Colorado State University
Fort Collins, Colorado 80523

BOOZE BROTHERS - a doctor showed exceprts from the movie "Animal House" to illustrate points regarding health, violent behavior, grades, lowered inhibitions, sexuality and decreased motor coordination. Questions were fielded. After the program, the film was shown in its entirety.

Cost : $0

Evaluation : Using the film, which is very familiar to students, m.e the situation a reality. Very well done, a novel approach.

Contact : Carol Binzer
Assistant Director, Residential and Judicial Affairs
Box 2278 Station B
Vanderbilt University
Nashville, Tennessee 37235

THE "B.A.T. MOBILE" (BREATH ALCOHOL TESTING) - An officer from the Special Tactical Force brought the mobile BAT unit to the residence hall lobby and allowed students to test and gauge alcohol consumption, both with alcohol and dummy readings with alcohol. The officer also spoke and fielded questions.

Cost : $0

Evaluation : A strong program for information, yet unique in approach.

Contact : Carol Binzer
Assistant Director, Residential and Judicial Affairs
Box 2278 Station B
Vanderbilt University
Nashville, Tennessee 37235

THIS RIDE'S FOR YOU - a free and confidential safe ride provided by student volunteers to any student who has been drinking or who does not want to be a passenger with a drunk driver.

Cost : $1,000 / year

Evaluation : Student response (first year) has been excellent; ample student volunteers; about 2 calls for rides each weekend.

Contact : Noreen Mattis
Health Educator
Box 33 Bryant College
Smithfield, RI 02917

NO THANKS, I'M DRIVING - One person out of a group of people going to any of five designated drinking establishments would abstain from drinking alcoholic beverages and helping the others in the group get home. A button and soft drinks were provided to that person.

Cost $100 Evaluation : Successful program; buttons are still worn following time of event, and the drinking establishments requested that this campaign be done annually.

Contact : Cindy Moore
Alcohol Education Coordinator
218 Squires Student Center
Virginia Tech
Blacksburg, VA 24061

CAESAR'S PUB - A campus bar which does not serve alcohol. It is set up cafe style, with checkered tablecloths, centerpieces, a bar, bartenders, waitresses, dance floor, entertainment. Special drinks featured for modest cost, table snacks are free.

Cost $300-500 Evaluation : Positive feedback; snack bar has been permanently renamed "Caesar's".

Contact : Kathryn D'Erasmo Brust
Assistant Director of Residence Life
Delaware Valley College
Doylestown, PA 18910

BEER AND PIZZA PARTY - UNTIL I GET CAUGHT Residents are invited to a pizza and beer party where an alcohol awareness film is shown. During the beginning, half the pizza is served. Then the film is shown with discussion following. Finally, the rest of the pizza is served with beer and non-alcoholic drinks.

Cost : $1 per person Evaluation: Individual reactions were positive. Discussion focused on responsible drinking

Contact : Richard Ford
Assistant Dean, Residential Life
104 Peters Hall
Oberlin College
Oberlin, Ohio 44094

ALCOHOL AWARENESS KIOSK - An alcohol advertising display is donated by a liquor store. Appropriate alcohol information and resource material is displayed. Kiosk rotates in residence halls, student union, classrooms buildings.

Cost : $0 Evaluation : Excellent!

Contact : Mary B. Olens, Consultant
Health Promotion
RIC - Craig Lee 127
Mt. Pleasant Avenue
Providence, RI 02908

"CAP" CAMPUS ALCOHOL PROGRAM - This is a relatively new group, which has developed a number of projects : orientation brochure, newspaper ad campaign, pickle poster project, party stamps, and special recognition for groups.

Cost : $3,000/year Evaluation : This is a new program.

Contact : Daniel J. Bertsos
Coordinator of Residence Hall Programs
Box 763 Coates - EKU
Richmond, KY 40475

S.H.O.T.S. (STUDENTS HELPING OTHERS TO SOCIALIZE) - An organization formed to educate, program, and train students in peer counseling in drug and alcohol issues.

Cost : $800 Evaluation : Positive, very visible on campus, and varied in program subjects.

Contact : Micki Englund
Assistant Coordinator of Residence Life
Wheaton College
Norton, MA 02766

B.A.R. (BUILD ALCOHOL RESPONSIBILITY) BUDDIES OF MARQUETTE - This is an educator approach to alcohol education. The pilot program was conducted with one coed residence hall. One representative from each floor was selected and trained to serve as a floor resource. Information tables were staffed in the Union as part of Alcohol Awareness Week and New Student Orientation.

Cost : $400 Evaluation : General response was positive, training was seen as a personal growth experience. Student utilization of the BAR Buddy on his/her floor was minimal.

Contact : Ron Orman
Associate Dean, Residence Life
Marquette University,
716 N. 11th Street Room 203
Milwaukee, WI 53219

PREVENTIVE MEDICINE PROGRAM (PMP) - Regarding substance abuse, we ask one's family history of alcoholism, specific questions on frequency of alcohol use, and provide literature, 1-1 peer education and referral for those requesting help.

Cost : $ 0 Evaluation : Majority agreed that the PMP has made them more aware of their own health.

Contact : Nancy Price
Health Educator
Cutler Health Center
UMO
Orono, Maine

ALCOHOL AND DRUG ABUSE PREVENTION TRAINING (ADAPT) - Ongoing group focusing on awareness of personal drinking characteristics, 'life health' risk areas, and training in risk prevention strategies (e.g., Blood Alcohol Estimation Training, Assertive Drink Referral Training).

Cost :

Evaluation : Positive feedback, especially on practical skills (e.g., focus on practice of methods for alternative behavior in risky situations)

Contact : Dr. Tom Brian
Counseling Psychologist / Substance Use and Abuse Specialist
310 Student Union
Oklahoma State University
Stillwater, OK 74078

UNDERGRADUATE PEER ADVISORS - Undergraduate students who provide assistance in areas of alcohol education presentations, aid in counseling situations where alcohol has been determined to be a problem.

Cost : $200 per advisor/year

Evaluation : Very positive; students have enjoyed the presentations and appreciated hearing the information from peers.

Contact : Michael Shaver, Director
USC Campus Alcohol Project
PO Box 85129 Russell House
Columbia, SC 29208

HEALTH EDUCATION 297 (ACADEMIC COURSE) - A 2 credit course on alcohol awareness for Resident Assistants. Teaches them to counsel and program. Meets twice a week for 1½ hours for 15 weeks.

Cost : Tuition for 2 credits

Evaluation : excellent!

Contact : M. Lee Upcraft
Director of Counseling and Health Services
135 Boucke Building
Penn State University
University Park, PA 16802

STRAIGHT TALK - STUDENT PEER COUNSELING GROUP - Students involved with consciousness raising for students, faculty, and staff. Involvement includes self-assessments, seminars, lectures, and situational drama, posters, advertising campaigns, resource library of books, pamphlets, films and movies.

Contact : Bemidji State University
Bemidji, Minnesota

Results of 1979, 1982, and 1985

*College Alcohol Survey

* © 1979 Dr. David S. Anderson, Director, Department of Residence Life, Ohio University, Athens, OH (614) 594-6434
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Research procedure:

A representative sample of 330 colleges and universities offering at least the BA or BS degree was selected from each of the 50 states and the District of Columbia. Where possible, seven institutions of higher education were selected from each state with a representation of institutions ensured by using variation in institutional size and public or private status as variables for selection. The first survey was mailed in 1979 to the vice-presidents of student affairs, who were requested to direct the survey to the most appropriate person or persons on their campuses. Nonrespondents were sent a reminder 4 weeks after the initial mailing. Responses to the 1979 survey were received from 165 institutions, a 50% response rate. The second survey was mailed in 1982, using the same procedure, to the same schools as the first survey, and 236 institutions returned completed surveys, a 71.5% response rate. The third survey was mailed in 1985, again using the same procedure, to the same schools as in the first two surveys, 202 institutions returned completed surveys, a 61% response rate.

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Results of the College Alcohol Survey

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Athens, Ohio

Dr. Angelo F. Gadaleto
Director of the Counseling Center
Radford University
Radford, Virginia

	Percentages of Affirmative responses 1979	Percentages of Affirmative responses 1982	Percentages of Affirmative responses 1985	Comparison 1979-1982 Z scores	Comparison 1982-1985 Z scores	Comparison 1979-1985 Z scores
ALCOHOL POLICIES ON YOUR CAMPUS						
1. Is the drinking of beer permitted on your campus?	.77	74	.78	.68	.97	.23
2. Is the drinking of hard liquor permitted on your campus?	.62	64	.69	.41	1.10	1.39
3. If the drinking of beer is allowed, check those places where it is permitted?						
residence hall room	67	67	.71	0	.90	.83
residence hall hallways	21	18	.12	.75	1.74*	2.34*
campus grounds (outdoors)	23	24	.28	.23	.95	1.10
residence hall public lounges	33	32	.32	.21	0	.20
4. If the drinking of hard liquor is allowed, check those places where it is permitted:						
residence hall room	55	54	.62	.20	1.69*	1.36
residence hall hallways	17	15	9	.54	1.91*	2.30*
campus grounds (outdoors)	14	14	.18	0	1.14	1.03
residence hall public lounges	22	25	.23	.69	.49	.23
student union	19	22	.31	.73	2.14*	2.62*

*statistically significant ($p < .05$)
XX no data

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	Percentages of Affirmative responses 1979	Percentages of Affirmative responses 1982	Percentages of Affirmative responses 1985	Comparison 1979-1982 Z scores	Comparison 1982-1985 Z scores	Comparison 1979-1985 Z scores
5. At which of the following locations is prior registration (e.g., party form) required for a group activity at which alcoholic beverages are present?						
residence hall room	8	9	14	.35	1.65*	1.81*
residence hall hallways	12	10	11	.63	.34	.30
campus grounds (outdoors)	25	34	41	1.93*	1.51	3.22*
residence hall public lounges	30	38	43	1.66*	1.06	2.56*
student unions	36	39	46	.61	1.48	1.93*
6. Is an alternative (non-alcoholic) beverage required at public functions at which alcohol is served?	54	74	86	3.63*	2.71*	5.79*
7. Is it required that food be served at public functions at which alcohol is served?	24	46	71	3.94*	4.63*	7.69*
8. Is it permissible for the advertising of an event to include a statement regarding the availability of alcohol at that event?	66	52	54	2.63*	.38	2.10*
9. Is it permissible for alcohol to be advertised as the primary focus of an event (e.g., Kegger)?	49	23	13	5.14*	2.42*	6.71*
10. Are private off-campus establishments that primarily deal in the selling of alcoholic beverages (e.g., bars, pubs, lounges) permitted to advertise on campus?	XX	74	80	XX	1.48	XX
If so, in which of the following is it permissible to advertise?						
Student newspaper	XX	95	96	XX	.44	XX
Campus radio	XX	62	59	XX	.50	XX
Bulletin Boards	XX	55	57	XX	.35	XX
Flyers in dining areas	XX	32	27	XX	.92	XX

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	Percentages of Affirmative responses 1979	Percentages of Affirmative responses 1982	Percentages of Affirmative responses 1985	Comparison 1979-1982 Z scores	Comparison 1982-1985 Z scores	Comparison 1979-1985 Z scores
11. If your campus newspaper permits advertising of alcohol related activities, does it prohibit advertising of "Happy Hours"?	XX	XX	25	XX	XX	XX
INSTITUTIONAL/ADMINISTRATIVE DATA						
12. In the last two years, has your institution conducted a survey focusing on:						
drinking behavior of students	45	48	44	.58	.82	.19
level of student knowledge about drinking	37	38	32	.20	1.27	.97
student attitudes about drinking	43	46	44	.58	.41	.19
13. From either your data or your subjective judgement, please indicate the percentage you believe reflects the frequency with which alcohol is involved with each of the following:			mean / median			
a. damage in residence halls	XX	XX	61% / 70%	XX	XX	XX
b. damage to other property on campus	XX	XX	53% / 50%	XX	XX	XX
c. violation of campus policies	XX	XX	51% / 50%	XX	XX	XX
d. violent behavior	XX	XX	60% / 75%	XX	XX	XX
e. physical injury	XX	XX	44% / 45%	XX	XX	XX
f. emotional difficulty	XX	XX	34% / 30%	XX	XX	XX
g. lack of academic success	XX	XX	29% / 25%	XX	XX	XX
h. student attrition	XX	XX	21% / 15%	XX	XX	XX

14. What are your beliefs about the effect on students of a legal drinking age of 21 (as opposed to a lower age) regarding the following issues:

	greatly increase	some increase	no effect	some decrease	greatly decrease
a. abusive drinking	5%	20%	40%	33%	2%
b. frequency of drinking	1%	9%	42%	42%	4%
c. drunk driving	4%	23%	21%	45%	7%
d. drinking in uncontrolled settings (private parties)	32%	35%	21%	11%	1%
NEW 1985 QUESTION e. use of false ID's to purchase alcohol	35%	42%	16%	5%	2%
f. use of marijuana	4%	21%	72%	3%	0%
g. use of other drugs (not considering marijuana)	2%	20%	74%	3%	1%
h. academic success	1%	31%	61%	6%	1%
i. retention of students	1%	27%	63%	9%	0%
j. the amount of alcohol education and prevention efforts on campus	8%	39%	38%	15%	0%

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	Percentages of Affirmative responses 1979	Percentages of Affirmative responses 1982	Percentages of Affirmative responses 1985	Comparison 1979-1982 Z scores	Comparison 1982-1985 Z scores	Comparison 1979-1985 Z scores
NEW 1985 QUESTION	15. What minimum drinking age do you prefer: 26% age 18	14% age 19	5% age 20	52% age 21	3% over 21	
16. From your perceptions, over the last several years, have alcohol-related problems on your campus (check one):						
decreased a lot	7	20	28	3.54*	1.95*	5.05*
decreased somewhat						
remained the same	39	38	42	.20	.85	.57
increased somewhat						
increased a lot	54	42	30	2.32*	2.58*	4.60*
TREATMENT AND REFERRAL SERVICES ON YOUR CAMPUS						
17. Where can a student with a drinking problem receive counseling assistance? (check all that apply)						
Counseling Center	90	94	95	1.48	.46	1.84*
Health Center	XX	69	73	XX	.92	XX
Alcohol Education Coordinator	XX	26	34	XX	1.83*	XX
Off-Campus Drug Treatment Facility	XX	69	86	XX	4.20*	XX
Residence Hall Staff	XX	67	79	XX	2.80*	XX
Faculty Members	XX	36	40	XX	.86	XX
Crisis Hotline	XX	32	35	XX	.66	XX
Campus Ministry	69	71	72	.43	.23	.63
Other	XX	17	19	XX	.54	XX
18. Does any agency on your campus offer a group counseling experience specifically for students who are problem drinkers?	33	36	50	.62	2.94*	3.25*
19. Does any agency on your campus offer a support group specifically for those students whose lives are being negatively affected by an alcoholic?	21	39	53	3.73*	2.90*	6.15*
20. Does your campus have an Employee Assistance Program for employees with a drinking problem?	XX	28	33	XX	1.11	XX

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	Percentages of Affirmative responses 1979	Percentages of Affirmative responses 1982	Percentages of Affirmative responses 1985	Comparison 1979-1982 Z scores	Comparison 1982-1985 Z scores	Comparison 1979-1985 Z scores
21. Does the paraprofessional staff on your campus receive training to deal with students having a drinking problem?	62	69	69	1.37	0	1.34

NEW 1985 QUESTION

22. What occurs in your campus judicial process when it is determined that alcohol is involved with a behavioral infraction? (Check all that apply.)

19% Alcohol's involvement is ignored.
0 The infraction is overlooked.
31% The sanction used is more strigent than if alcohol had not been involved.
55% The sanction includes an alcohol education activity.
38% The sanction includes participation in an alcohol education group.
24% Other _____

PREVENTION AND EDUCATION

23. Are there currently any alcohol education and prevention efforts on your campus?	69	79	88	2.26*	2.50*	4.46*
24. Do you believe there is an increased trend toward more alcohol education and prevention programming on your campus?	71	79	87	1.80*	2.17*	3.73*
25. Which, if any, of the following campus offices or organizations provide leadership with your campus' alcohol education and prevention efforts? (Check all that apply.)						
Dean of Students	65	65	78	0	2.94*	2.73*
Office of Residence Life	53	68	76	3.04*	1.83*	4.56*
Counseling Center	44	59	62	2.96*	.63	3.40*
Fraternities/Sororities	XX	18	29	XX	2.70*	XX
Health Center	38	43	55	1.00	2.47*	3.21*
Academic Departments	10	18	18	2.26*	0	2.15*
Student Governments	XX	18	22	XX	1.03	XX
Other	XX	20	XX	XX	XX	XX
26. Does your campus have a group effort (e.g., a task force or committee) which focuses on alcohol education and prevention?	37	58	64	4.11*	1.27	5.10*

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	Percentages of Affirmative responses 1979	Percentages of Affirmative responses 1982	Percentages of Affirmative responses 1985	Comparison 1979-1982 Z scores	Comparison 1982-1985 Z scores	Comparison 1979-1985 Z scores
27. Does your campus have an individual designated to serve as its Alcohol Education Coordinator/Specialist?	14	36	48	4.85*	2.52*	6.84*
28. Does any office or organization on your campus receive funds (excluding personnel costs) specifically designated for alcohol education programming?	XX	28	43	XX	3.26*	XX
29. Does your campus Orientation program for new students deal with the subject of alcohol abuse?	XX	38	51	XX	2.71*	XX
30. Does your campus have an undergraduate course which deals primarily with the subject of alcohol and/or substance abuse?	XX	36	41	XX	1.06	XX
31. Is there a location on your campus where printed alcohol education and prevention materials are available to students?	63	76	83	2.77*	1.78*	4.30*
32. Which of the following are included in your campus' alcohol education and prevention efforts? (check as many as apply)						
Information/articles in campus publications (e.g., newspapers)	52	67	76	3.02*	2.07*	4.80*
Films shown on campus	45	50	63	.99	2.73*	3.45*
Discussion Groups	41	43	50	.40	1.46	1.72*
Workshops focusing on drinking attitudes	39	52	61	2.57*	1.89*	4.19*
Speakers	44	46	63	.40	3.56*	3.64*
Posters/slogan campaigns	30	44	60	2.84*	3.34*	5.73*
Academic courses	24	28	28	.89	0	.87
Bulletin Board competition	6	6	11	0	1.89*	1.68*
Radio/TV	15	14	21	.28	1.93*	1.49
Educational handouts prepared by campus groups	26	36	51	2.11*	3.16*	4.87*
Other	XX	15	8	XX	2.27*	XX
33. Does your campus have a focus period of time (e.g., Alcohol Awareness Week-Day) for alcohol education and prevention efforts?	13	31	63	4.04*	6.63*	9.43*

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34. Has your campus utilized an outside consultant to provide assistance with its alcohol education efforts?	XX	45	41	XX	.83	XX
35. Has your campus sent a representative to a regional, state, or national planning workshop focusing on alcohol education?	XX	51	66	XX	3.12*	XX
36. Is there a coordinated statewide alcohol education effort for colleges and universities in your state.	XX	23	38	XX	3.31*	XX

XX no data
* statistically significant ($p < .05$)

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